

13/1/23

Communications

Dean's Office

Kim B. Rotzoll Papers, 1954-2003

Box 1:

Biographical information, including vitae and a publications list.

Kim Rotzoll Biographical File, 1970-2003
Photographs, Family
Photographs, Bahrain and China Trips, 1985-89
Photographs, General

Publications including manuscripts of books, articles, reviews, and interviews, as well as correspondence pertaining to their publication.

“Advertising and Product Quality: Are Heavily Advertised Products Really Better?”
(with Herbert Rotfeld), 1975
“Advertising and the Grave: A Case History,” 1974
“Advertising Education” (with Arnold Barban), 1984
“Advertising Education: A Time for New Premises,” 1972-73
“Advertising in China,” 1988
Advertising in Contemporary Society, 1974-75
Advertising in Contemporary Society, 1977-88
Advertising in Contemporary Society revision, 1994-96
“Advertising in its Communications Context: A Neglected Heritage,”
Advertising: Principles and Perspectives, 1996-98
Advertising Theory and Practice, 10th edition, 1978
Advertising Theory and Practice, 11th edition, 1981-82
Advertising Theory and Practice, 12th edition, 1987-93
Bill Marsteller Recording
“Case Studies of Ethical Dilemmas in Mass Communications,” 1977
“A Closer Look at Reality,” 1966
Collier's Encyclopedia article on “Advertising,” 1979
“The Communicator: Toward a Meaningful Conceptualization,” 1967
“Does Ad Education Need New Premises?” 1974
“The Effect of Social Stratification on Market Behavior,” 1965-67
“Ethical Perspectives,” 1982
“Ethics in the Film Industry” (with Clifford Christians), c. 1979
“Ethics of Health Care Advertising,” 1987
“Four Institutional Views of Advertising,” 1976
“From the Campus” column in Advertising Age, 1981-84
“Howard Luck Gossage”

Howard Luck Gossage Book (Is There Any Hope For Advertising?)

General, 1972-1987

Slides of Gossage Ads

Manuscript

Paperback Edition, 1991-94

“Gossage Revisited,” 1980

“Graduate Education in Advertising: Pedagogy, Promise, and Peril,” 1992

Guest Column for AAA Newsletter re: September 11, 2001, 2001

Handbook of Discourse Analysis article on “Advertising,” 1982

“Hospital Wars” (with James Haefner), 1986

Interview re: Outdoor Advertising, 1979

Interview re: Unregulated Television Advertising, 1983

“Is Advertising Puffery Believed” (with Herbert Rotfeld), 1978

“Last Rights: Revisiting Four Theories of the Press,” 1993-94

Box 2:

Latitudes of Acceptance, Rejection, and Non-commitment, and the Evaluation of Two Communications on the Withdrawal from Vietnam, 1971

“Life Is Too Short to Keep Two Sets of Books” (Gossage)

“The Manufacturer and His Market” aka “The Coming of the Ads,” 1962-76

Media Ethics, 1977-1980

Media Ethics, 4th edition, 1992

Media Ethics, 1997-2000

Miscellaneous Book Chapter Drafts

Newspaper Advertising Course (INAME), 1983

“Now and Future of Advertising Education,”

Penn State Journalist Article, 1984

“Penny Power Views Advertising,” 1983

“A Petition and its Audience: A Study in Attitudes,” 1971

“A Powerful Perspective for Advertisement Analysis – Speculations on Sherif’s ‘Frame of Reference’ Concept

Preface for Roxanne Hovland Book, 1987

“The Professional Internship,” 1965

“A Report on an Investigation” (Election Study), 1969

Review of For God, Country, and Coca-Cola, 1994

“The Starch and Ted Bates Correlative Measures of Advertising Effectiveness,” 1963-64

“Teaching Advertising History: The Illinois Experience,” 1992

“Toward Environmental Demand Management,”

“The Unmassing of the Mass Media,” 1972

“What Factors Affect Response to Ads,” 1978

“Why We Should All Teach Our Students – And Ourselves – More Advertising History,” 1992

Talks

“Advertising Ethics” given to Ad Clubs of Springfield and Champaign-Urbana, 1983-88
 “Advertising Ethics: The Inevitable Battleground” given at Western Michigan University, 1990
 AEJMC Conference, 7 August, 1998
 Alumni College Weekend, 1985
 American Marketing Association Teaching of Advertising Conference, 1977
 Bank Administration Institute, 1983-84
 Brown Bag, 1974
 CACI Lecture, 1985
 Cadillac Wholesale Marketing Seminar, 1989
 Champaign County Medical Society, 1979
 Champaign Lions Club, 10 May, 1995
 Champaign-Urbana Ad Club, 1972
 Champaign-Urbana Ad Club, 21 Nov 1990
 Champaign-Urbana Kiwanis Club, 7 Mar 1991
 Chicago Outdoor Advertising Seminar, 1982-83
 China Lectures, 1985, 1989
 Church Social Psychology Course
 College Newspaper Business & Advertising Managers Convention, 7 Apr, 1989
 Communication Workers of America Institute, 1970
 Communications Mini-Course at Illinois Valley Community College, 1976-77
 Credit Union Executives Society, 1983
 Cummings Center Advertising Strategy Program
 Danville Area Community College, 1985
 “Defining Ethics in Academia” at American Academy of Advertising, 2002
 Donald W. Davis Lecture at Penn State on Ethics and Advertising, 22 Sept, 1988
 Falcon Management Seminar in Bahrain, 1987
 Gannett Foundation Seminar for Advertising Education, 1989-95
 Howard Luck Gossage Speech at 1995 American Academy of Advertising Conference, 1995
 High School Press Association
 High School talk
 HIPS: Advertising and the Environment, 1973
 “The Individual and the Collective: Observations on the American Communication System” at Illinois State, 1996
 International Dimensions of Advertising to Comm 490 Class, 1984
 Kansas State Teaching Retreat, 1995-96
 Midwestern Bankers Study Council, 1983
 Miscellaneous Speech Material
 Montessori Seminar, 1978

Multi-Ad Services, 6 Apr, 1988
 Penn State Commencement, 1995
 Pennsylvania Restaurant Association, 1966
 Pest Control Operators, 1964
 Phi Kappa Phi
 Professional Impressions Media Group, 1991
 Public Health Workers Seminar, 1970
 Public Relations Ethics, 17 Nov, 1988
 School of Environmental Management, 1972
 Shell Oil Workshop, 1994
 Shippensburg University, 1995
 Julian Simon's Class, c. 1975
 Speech 112 Lecture
 Topeka American Advertising Federation, 1983
 Women in Communications, 1972-74
 YMCA Forum, c. 1978

Box 3:

Correspondence

Accreditation Standards, 1995-1997
 Achenbaum Article (to/from Ivan Preston), 1973
 Advertising Crucible Project, 1995
 Advertising Education (from Richard Christian), 1999-2000
 Advertising Education (to Stephanie Kyser Walter of Madison Avenue, 1985
 Advertising Education in Letter to Editor of Linage, 1964
 Advertising Education Summit, 2001
 Advertising in China (to/from Xu Bai-Yi), 1986-90
 AEJ (Association for Education in Journalism) talk on Advertising in
 Contemporary Society, 1978
 AEJMC (Association for Education in Journalism and Mass Communications)
 Faculty/Student Ratio Committee, 1993
 American Academy of Advertising Special Topics, 1989-90
 American Advertising Federation Distinguished Advertising Educator Award, 1992
 AMS Quality of Life / Marketing Conference, 1992
 Analytical Perspectives, 1995
 Arthur Kover Column in Letter to the Editor of Advertising Age, 1976
 AZ-Visycom Copy Evaluation, 1980-81
 Bahrain Seminar, 1986-88
 Benevolent Dictator Project, 1991-93
 Bob Garfield Column in Letter to the Editor of Advertising Age, 1994
 Book Chapter (to/from Charles Okigbo of University of Nigeria), 1986

Book Club (from Mrs. C. H. Sandage), 1989
Book Proposal (from Peter Donhowe), 1995
Chilton Summer Internship, 1964
China Trips, 1985-96
Communications Education (to/from Everette Dennis), 1983
Consumer Psychology Project (to/from Susan Mendelson), 1975
Corporate Branding Index (to/from James Gregory), 1994-95
Electronic Newspaper (to/from Ralph Lowenstein), 1974
General Correspondence
 R. D Applegate, 1979
 M. J. Bergstein, WMAJ Radio, 1965
 Steve Braver, 1983
 Mike Clark, 1970
 Charles Frazier, 1988-89
 James Fish at General Mills, 1972
 Michael Forte, 1985
 Burleigh Gardner, 1982-83
 Bertha Girvetz, 1975
 George Gladney, 1994
 Marjorie Goldstein-Zelko, 1991
 Donald Granberg, 1986
 Steven Greyser, 1973
 Bill Gruber, 1968
 John Harrison, 1972, 1997
 Gerald Haubl, 1992
 Roland Hicks, 1962, 1967, 1992
 Roderick Hindery, 1979-80
 Kong Liang, 1991-92
 Steve Jones, 1992
 Jay Lin, 1993
 John Lisovitch, 1971
 Samuel Magdoff, 1972
 Michael Meyers, 1973
 Jim Monteleone, 1972
 Jay Morton, 1966
 Vincent Norris, 1980-83
 William Parke, 1964
 Otis Pease, 1977
 Steven Permut, 1985
 William Phair, ed., Hardware Age, 1965
 Richard Pollay, 1985
 Muzafer Sherif, 1986
 Brian Sherwood, 1985

Don and Mary Smith, 1995
 Mark Singer, 1972
 Richard Tobin, ed., The Saturday Review, 1965
 Jim Wahl, 1985
 Walter Weir, 1990
 Jonathan Winters, 1964
 Eric Zanot, 1975, 1985
 Art Zimmerman, 1985
 Howard Luck Gossage
 General, 1979-84
 Barrows Mussey, 1979-86
 Herbert Saringer, 1994
 Gossage, Thomas Swafford
 Hearings on Drugs and Advertising (to Rev. Lawrence Wayman), 1972
 Illinois Department on Aging, 1974-76
 INAME Newspaper Advertising Course, 1983-84
 Marketing Water Conservation, 1978
 Matrix Awards, 1988
 Merrill Lynch Project on Advertising Effectiveness (with James Haefner), 1989
 Minority Hiring in Advertising Industry, 1995
 Nasher Agency Conference, 1998-2000
 National Advertising Review Board, 1994-97
 "New Advertising," c. 1990-91
 Peoria Ad Club, 1976
 Philosophy of Advertising Education, 1967
 PSU Advertising Sequence (to Arthur Barnes), 1971
 Review of Retail Advertising, 1975
 San Francisco Trip, 1994-95
 Charles Sandage Memorial Service, 1998
 Sandage Manuscript, 1998
 Social Value Dimension of Advertising, 1982
 "Talent Quandry" in Advertising (to O. Burtch Drake), 2000
 United High School Press Convention, 1978
 University of Navarra Visit, 2001
 Value of Scoreboard Advertising (to/from Chris Massler), 1989

Box 4:

Course material including syllabi, notes, exams and papers for courses taken at Pennsylvania State University and taught at Penn State University and the University of Illinois.

Courses taken at Penn State:

Commerce 24, 1957
Educational Psychology 525, 1967
Educational Psychology 575, 1967
History 539
Journalism 40, 1954
Journalism 41, 1955
Journalism 42, 1955
Journalism 43, 1956
Journalism 66, 1956
Journalism 441, 1957
Journalism 444, 1961
Journalism 505, 1963
Journalism 521, 1962
Philosophy 509, 1962
Psychology 417, 1966
Sociology 413, 1966
Sociology 424, 1962
Sociology 429, 1965
Sociology 470, 1967
Sociology 502, 1965-66
Sociology 506, 1969
Sociology 510, 1967-68
Sociology 513, 1969
Sociology 515, 1965
Sociology 525, 1966-67
Sociology 533, 1969
Speech 445, 1962

Courses taught at Penn State:

Journalism 40, 1961-62
Journalism 200, 1965-71
Journalism 240, 1962-70
Journalism 340, 1969-71
Journalism 341, 1969-71
Journalism 342, 1962-65
Journalism 346, 1964-68
Journalism 394, 1962
Journalism 442, 1966-67
Journalism 443, 1962-64

Courses taught at Illinois:

Advertising Proseminar, 1977, 1992
 Advertising 199, 1994-95
 Advertising 199, 2002
 Advertising 281, 1972, 1978-83
 Advertising 381, 1973
 Advertising 384, 1973-75
 Advertising 393, 1977-89
 Advertising 450, 1995-2002
 Advertising 482, 1972
 Advertising 483, 1973-83
 Advertising 484, 1971-73
 Communications 101, 1986-87
 Communications 310, 1987

Box 5:

Departmental and College administrative files pertaining to Rotzoll's tenures as Associate Dean of the College of Communications (1980-83), Head of the Department of Advertising (1983-92), and Dean of the College of Communications (1992-2003).

Additional FTE, 1985
 Advertising 281 Format Review, 1983
 Advertising 393 Comp II Course, 1993
 Advertising Hall of Fame Digitization, 2001
 Advertising Research Center, 1985-91
 Advertising Working Papers Series, 1984
 Affirmative Action, 1978-79
 Ariel Allen Visit, 1990
Alumni News, 1995, 2000
 American Cultural Studies Conference, 1995
 Broadcast Curriculum Changes, 2001
 Brown v. Board Commemoration, 2003
 Budget Strategies Committee, 1993
 California Receptions, 1995-97, 2000
 Campbell-Ewald Competition, 1983
 Campbell Hall Dedication Remarks, 1999
 John Chancellor Honorary Degree, 1995
 Chicago Alumni Association, 1997-98
 Chicago Alumni Group, 1992-93
 Chicago Broadcasting Initiative, 1997-2000
Chicago Tribune Series on Higher Education, 1992
 Cinema Studies
 1996

2000
Stanley Cohen Archive, 1994-95
College of Communications
 Accreditation, 1995
 Accrediting Report, 2001
 Assembly Meeting Minutes, 1992-93
 Budget, 1998-2001
 By-Laws, 1992
 Curriculum Assessment, 1992-93
 Executive Committee, 1980
 Faculty Meeting Minutes, 1983
 Faculty Meeting Minutes, 2000-2001
 Faculty Meeting Minutes, 2003
 Fundraising, 2001
 Fundraising Report, 1986
 Long-Range Planning Committee, 1985
 Profile Data, 1993-94
 Salary Comparison, 1994
 Updates, 1997
Colloquium Committee, 1979
Colwell Internship, 1986
Commencement
 1996, with Bill Geist
 1997, with Diane Sawyer
Communications 101 Proposal, 1980-82
Communications Courses Committee, 1981-83
Communications Courses Timetable, 1984-85
Communications Library, 1992-93
Computer Lab, 1992
Council of Deans
 1993
 1994
 1995
 1996
 1999
 2000-03

Box 6:

John Cruikshank Visit, 2001
Culture, Science and Information, 1992-98
Cultural Studies and Interpretive Research, 1998
Cummings Center Closure, 1996-98

Cummings History Project, 1995
Cyberfest, 1996-97
D'Arcy Project, 1989, 1994-95
Everette Dennis Visit, 1995-96
Department Head Meetings, 1989-91
Department of Advertising
 Budget, 1982-83
 Departmental Budgets, 1983-91
 Curriculum Committee, 1980
 Faculty Meeting Minutes, 1971-75
 State of Advertising Department, 1999-2001
Department of Radio and Television
 Curriculum Committee, 1971-73
 Long-Range Planning Committee, 1976-80
 Termination, 1993
Department of Journalism
 Appraisal, 1998
 PhD Program, 1998
Distance Learning
 1993-94
 1997, 2001
Duke National Conference on Advertising, 1993
Dunn Award, 1994-95
Dunn Award (Gordon Miracle), 1995
Dunn Award (Ivan Preston), 2001
Roger Ebert
 Honorary Degree, 2003
 Overlooked Film Festival, 1997-2002
 Visit, 1995
John Eighmey Visit, 1988
Ethics and Society Proposal, 1995
Extramural Courses, 1989
John Ferrell Visit, 1985-86
Tim Friend Visit, 2000
George Gerbner Visit, 1993-94
GEO (Graduate Employees Organization), 2000
Graduate Committee, 1972-73
Graduate Curriculum, 1988-89
Graduation Speeches, 1993-97
Mike Greenwood Gift, 1999-2000
Gregory Hall Historical Marker, 2000
Stephen Greyser Visit, 1993
GSO Meeting, 1984

Thomas Guback Retirement, 1997
 Tippi Hedron and Martin Dinnes Visits, 2001
 Christie Hefner Talk, 1996
 Hugh Hefner Chair, 1994
 Honors Banquet, 1989, 1993-98
 Hutchins Commission Symposium, 1997

Institute for Communications Research (ICR)

General, 1994-2001
 Fundraising, 1984-92
 Graduate Education, 1997-98
 Grievance Policy, 2000
 Mini-Conference, 1994
 Report on Relationship with College of Communications, 1976
 Illini Days, 1991-92
 International Relations, 1997-99
 Jack Jacoby Visit, 1985

Box 7:

Don Johnston Visit, 1985-86
 James Webb Young Fund
 General, 1979-87
 Addresses, 1984-89
 Board Correspondence, 1992-2001
 Educator Conference, 1983
 Meeting Minutes, 1983
 Meeting Minutes, 1984
 Meeting Minutes, 1985
 Meeting Minutes, 1986
 Meeting Minutes, 1987
 Meeting Minutes, Fall 1988
 Meeting Minutes, Spring 1989
 Meeting Minutes, Fall 1989
 Meeting Minutes, Spring 1990
 Meeting Minutes, Fall 1990
 Meeting Minutes, Spring 1991
 Newsletters, 1983-87, 2000
 Solicitations, 1983-85
 Summer Stipend, 1991
 Video, 1988

Job Placement, 1993
Richard Kaplan Visit, 1994
Kappa Tau Alpha
 Banquet, Spring 1974
 Banquet, 1975
 Banquet, 1976
 Banquet, 1977
 Banquet, 1978
 Banquet, 1979
 Banquet, 1980
Hal Kassarian Visit, 1978
Clayton Kirkpatrick Visit, 1993
Herb Klein Visit, 1993
Knight Chair, 1993, 2000-01
Lab Fees, 1996-99
Latino Studies Committee, 1992-95
Clark Leavitt Visit, c. 1985
Leo Burnett Grant Proposal, 1985-88
Library Committee, 1979
Lyric Software Donation, 2002
McCormick Proposal on Media Ethics, 1977-79
Media Design Center, 1999-2000
Media Institute, 1973
Media Studies, 1988
Media Studies Minor, 2001
Media Studies Program, 1991-92
Media Studies Proposal, 1981-83
Memos to College Faculty, 1992-93
Tim Meyer Visit, c. 1985
Minor in Information Science, 1999
Multimedia Research Lab, 1999
NCSA Cooperation, 1994-95
New York City Receptions, 1994-95
News Gazette 150th Anniversary, 2001-02
Orientation Talk, 1997
Partnership Illinois, 1998
PBS Sabbaticals, 1993
Ted Peterson
 Obituary, 1997
 Retirement, c. 1979
Joe Plummer Visit, 1984
Richard Pollay Visit, 1984
President's Retreat, 1985

Mike Ray Visit, 1983
 Report on ICR and College of Communications, 1976
 James Reston Papers, 1992-94, 2001
 Charles Sandage and Advertising Hall of Fame, 1981, 84-85
 Sandage Seminar Room, 1995-96
 Sandage Symposium II, 1979
 Sandage Symposium III, 1987
 Sandage Symposium 2000, 1999-2000
 Michael Schudson Visit, 1985
 Sen. Paul Simon Speech, 1997
 Senate Elections and Credentials, 1973
 Senate of UIUC, 1973
 Senior Survey, 2001
 September 11 in Communications Library, 2001
 Roger Simon Visit
 Sleeman Professorship, 1999
 Slottow/Kaplan/Dunn/Commerot Visits, 1996
 Social Science Quantitative Laboratory, 1983
 Society of Environmental Journalists, 2001
 Godfrey Sperling Papers, 1994
 Springfield Campus Visit, 1998

Box 8:

Robert Steiner, 1986
 Stickell Internship, 2000
 Tenure Policy Review Committee, 1991
 Travis Maguire and Associates, 1989
 Trebilcock Lounge, 1999
 UIS Merger, 1995
 UIUC Publicity, 1992
 Visiting Journalist Program, 1994
 Washington DC Receptions, 1994, 2001
 Web Site Controversy, 2000
 Walter Weir Visit, 1986-87
 Bill Wells Visit, 1984-85
 WILL
 General, 1999-2003
 Building, 1991-94
 Donor Database, 1996, 1999
 Funding, 1997
 Promotion, 1975
 Promotion, 1982

Teaching Studio, 1995-99
WUIS Cooperation, 1998
Oprah Winfrey Visit, 1995
Bob Zabel Visit, 1991

Box 9: RESTRICTED

Program evaluations undertaken as part of accreditation reviews for the Association for Education in Journalism and Mass Communications. **Each file is restricted for 24 years following the completion of the evaluation.**

A-T

Peer evaluations of faculty at other institutions. **Each file is restricted during the lifetime of the subject faculty member except on written permission of that individual.**

B-Z

Student files including letters of recommendation and disciplinary records. **Each file is restricted during the lifetime of the subject student except on written permission of that individual.**

A-Z

Box 10: RESTRICTED

Personnel files including search committee records, tenure review records, and files on individual faculty members. **Each file is restricted during the lifetime of the subject faculty member except on written permission of that individual.**

A-Y